

Broadband USA Applications Database**Applicant Name:** IKORING LLC**Project Title:** Broadband Express U.S.A.**Project Type:** Sustainable Broadband Adoption

Executive Summary

Serving the Most Vulnerable Populations and the Most Undeserved Communities

The Broadband4U Mobile Express project will address the most Vulnerable Populations which include but are not limited to:

- Non-English Speaking Communities (Spanish, Somali, Arabic, Polish, Cherokee, Chippewa/Ojibwe, and Dakota/Lakota Sioux).
- Senior Citizens
- Veterans
- Unemployed or Under-employed

Within these populations the Broadband 4U Mobile Express will address three (3) primary issues that hinder these communities from prospering:

- **Unemployment** – addressing the needs of communities that suffer from the highest unemployment rates;
- **High Speed Internet Access** - Lack affordable public access to high-speed broadband services, personal computer education/training, and computer/internet related technical support;
- **Social Service Programs & e-Government Resources** – Focus our efforts on populations we have identified as in need of greater access to essential e-Government resources and other online resources for work, healthcare, education, and citizenship.

On the Road and Into the Home: An Innovative Proven Solution

In concert with public and private partners, Colleges and Community Colleges, the Broadband4U Mobile Express will employ an innovative mix of the following four (4) elements:

- I. Internet Education and Adoption Campaign
- II. Mobile Computer Centers
- III. Non-English Speaking Communities
- IV. Multilingual Call Center

I. Internet Education and Adoption Campaign

This innovative high energy solution utilizes the same proven marketing principles that are used in Presidential campaigns. We have partnered with a professional Campaign Manager that brings to bear the campaign leadership and resources necessary to ensure the public is properly educated and encouraged to adopt and utilize the social and economic benefits of the internet. Utilizing the business model of a Presidential Campaign enables us to reach the most vulnerable populations in the most cost effective manner possible. Utilizing college students and others we will put the —feet on the street that are necessary to reach out to those most in need of Affordable High Speed Internet and Internet Education.

II. Non-English Speaking Communities

Non-English speaking communities in the U.S. continue to be the most underserved and most difficult to serve communities. The language barrier has proven a formidable foe against both Government and Private sector efforts to bring social services, education, employment,

financial services and social integration to these communities. These communities are the foundation of our country, they contain the diversity, knowledge, work ethic and drive that has made and continues to make the U.S. the most prosperous nation in the world. To leave these communities behind is to forgo Billions of Dollars and countless technological advancements and solutions. Let us not forget that most of our Great Grandparents spoke a language other than English.

III. Mobile Computer Centers (MCC).

The Broadband4U Mobile Express will employ six (6) specially outfitted mobile computer centers. These Mobile Computer Centers (MCCs) are 38 ft. Coach Style Buses, each containing 14 computer stations and fully handicap accessible. Five of the six MCCs will be assigned to their own State (Michigan, Ohio, Minnesota, Wisconsin, West Virginia) and the sixth will be assigned to a quad state area consisting of Kentucky, Tennessee, N. Carolina and Virginia, this area along with the Ohio and West Virginia MCCs will serve the heart of Appalachia

Our Mobile Computer Centers will deploy from a fixed location within each state to bring Internet Access and Internet Education Services directly to the places our populations of concern live, work, and shop. When the project is fully implemented, Broadband4U Mobile Express Mobile Computer Centers will be —hostedll at veteran centers, senior centers, community colleges, public libraries, and retail centers— such as Wal-Mart stores, Home Depot stores, or Target stores. This mobility empowers our teams to serve both rural and urban environments, providing computer training, internet training, broadband access, and assistance in obtaining broadband access and installations in individual homes.

Mobile Computer Centers will be configured and manned to best meet the needs of the community being served; for example, the MCC serving the State of West Virginia will have a marketing “wrap” on the outside of the vehicle acting as a moving billboard and letting the good people of West Virginia know that this is THEIR MCC and it is on the road to serve all West Virginians.

When addressing non-English speaking community qualified personnel fluent in the languages being served will man the vehicle and provide education services in the language of choice, marketing materials will also be available in all of the languages we serve.

The linguistic expertise within our Senior Executive Team coupled with our partnership with the American Council on the Teaching of Foreign Languages (ACTFL) empowers our team to serve the linguistic needs of Any non-English speaking community.

The Broadband4U Mobile Express will provide education, awareness, access, and equipment; it will support job seekers, health information seekers (especially those persons over 65), small business owners/potential owners, and persons with disabilities. The Mobile Computer Centers will create a wireless connectivity hotspot that extends access to over 200 users with suitably equipped laptops or desktop computers within range of our vehicle.

• Multilingual Website

In collaboration with partners which specialize in foreign languages and multicultural diversity, we will design and deliver multilingual relevant content and programming for vulnerable

populations through an online portal, www.MyBroadbandUSA.com, that engages users in broadband-based applications to access information about using the internet, as well as satisfying daily human needs including the following: jobs, education, housing, healthcare, affordable medication, motor vehicles, voting, news sources, community information, and entertainment. MyInternetDashboard will feature content in the following languages: English, Spanish, Somali, Polish, Arabic, French, and Mandarin Chinese. This portal will also serve as a means for individuals to subscribe to broadband internet service in their area, and facilitate orders for home computers or television-internet interface devices.

• **Multi-lingual Call Centers.** Call Centers manned by multilingual —Connectivity Counselors¹ will identify new subscribers, follow-up with those who come into contact with the Broadband4U Mobile Express, arrange appointments with local internet service providers (ISP's) for internet installation, and set-up appointments for installation of set-top boxes. In addition, the call centers have a primary purpose of serving as places that will employ those trained locally by the Broadband4U Mobile Express to use the internet and certified as job ready.

Bridging the Digital Divide between Main Street and the World

The Broadband4U Mobile Express will serve the residents of ten (10) states in America's industrial heartland; Minnesota, Wisconsin, Michigan, Ohio, West Virginia, Tennessee, Kentucky, North Carolina and Virginia. These states contain a large percentage of the —vulnerable populations² identified by the Broadband Technology Opportunity Program as needing increased/improved internet access; all of these states are below the national average. This project will dramatically increase the connectivity of our communities, our people, and our cultures.

• **Connecting Main Street to Wall Street...and Beyond**

The *Broadband4U Multilingual Express* will serve the residents of sixteen (16) states in America's Industrial Heartland (Indiana, Illinois, Kentucky, Michigan, Minnesota, Ohio, Pennsylvania, Tennessee, West Virginia, and Wisconsin); the Sunbelt (New Mexico, Arizona, Colorado, Texas, Nevada, and Migrant Worker Communities in California). These states have a total population of 76.5 Million, with a large percentage of the "vulnerable populations" identified by the Broadband Technology Opportunity Program as needing increased/improved internet access; all of these states are below the national average. This project will

dramatically increase the connectivity of our communities, our people, and our cultures.

c. Connecting Vulnerable Communities

The *Broadband Express U.S.A.* will serve residence in the following states (Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, West Virginia, Virginia, North Carolina, Kentucky, Tennessee, Oklahoma, Texas, New Mexico, Arizona and California).

Based on experience with existing computer centers, over the two years of the project, partners estimate that 150,000 persons will be educated and 112,000 new subscribers will Subscribe and Adopt Broadband due to our efforts.

d. Applicant Qualifications: Experienced Team, Established Public & Private Partners

The **Broadband Express U.S.A. (Ohio's IT Alliance, Inc and iKoring LLC)** is a consortium of organizations and individuals experienced with broadband content development and delivery, implementation and evaluation of large scale programs, multicultural media, and fostering technology careers in vulnerable communities. The iKoring Advisory Board contains several military veterans who, in addition to other programmatic and logistical tasks, will maximize the utilization and service delivery to military veterans.

SER-National Jobs for Progress will leverage their assets and federal funding from the Department of Labor for its Senior Community Service Employment Program and experience in the training and employment needs of the mature worker. SER serves over 3,500 participants in 8 states each year.

Farber Specialty Vehicles ("Farber") builds state-of-the-art, custom-designed mobile technology centers, complete with broadband internet access, connectivity to the internet via the World Wide Web from virtually any location, and fully automatic self-tracking satellite systems allowing for two-way internet access within minutes. Farber will supply the mobile computer labs whose functionality is the key to effecting broadband training and adoption across the three targeted areas: the Rustbelt, Appalachia, and Indian Country.

Convergent Performance, LLC, ("Convergent") with decades of experience, Convergent consistently pushes the edge of what's possible in bringing individuals, teams and organizations to the peak of their potential. Convergent will serve as the project evaluator.

Additional Partners providing marketing and advertising experience and implementation, management, and operation of *MyInternetDashboard* include the following:

Diversity Spectrum Corporation consists of several multi-media properties (eNewsletter, Web magazine, netTV & netRadio) that seek to enhance the knowledge base and efficacy of diversity professionals, as well as inform the public about diverse populations and diversity issues worldwide. Diversity Spectrum provides the diversity industry the tools to make more informed and better decisions impacting all stakeholders. Gathering

global data across corporate, government, academic, and non-government organization sources, Diversity Spectrum publishes, webcasts, and podcasts original and aggregated news and information to the public. We offer tailored advisory and consulting services on cutting edge national and global diversity management practices.

These partners will design and develop the online portal, social network and learning content management system for the *MyDigitalDashboard*, providing the technical helpline infrastructure required to support the applications and users.

University of Toledo

Ohio Technical Institute

G.I. Forum, largest Hispanic Veterans Group

National Conference of American Indians

Ohio: Central Ohio Technical College <http://www.cotc.edu/Pages/index.aspx>

West Virginia: New River Community College <http://www.newriver.edu/>

Tennessee: Roane State Community College <http://www.roanestate.edu/>

Kentucky: Elizabethtown Community and Technical College

http://elizabethtown.kctcs.edu/About_US.aspx

Indiana: Ivy Tech Community College, Kokomo <http://www.ivytech.edu/kokomo/>

Illinois: Heartland Community College <http://www.heartland.edu/>

Wisconsin: North Central Technical College <http://ntc.edu/>

Minnesota: St. Cloud Technical College <http://www.stc.edu/prospective-students>

Michigan: Wayne County Community College <http://www.wcccd.edu/about/history.htm>

Pennsylvania: Pennsylvania Highland Community College <http://www.pennhighlands.edu/>

c. New Jobs, New Resources, New Horizons

The *Broadband4U* MultiLingual Express will save or create a minimum of 117 New Jobs.

Furthermore this program will enable iKoring LLC to become a Viable Company, with a residual revenue stream that will ensure the long term survival of the company and those that iKoring employs.

f. Cost

The overall cost of the *Broadband4U* MultiLingual Express is \$24,896,198.21 with an additional \$11,438,000.00 in Hard Dollars contributed via revenue generated by iKoring LLC for the two year project. Costs

Project partners will provide an additional \$500,000+ in cash and in-kind services.